

FILE

WEEK OF  
Nov. 2, 1959

# fashion calendar

january

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february

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january - 1960

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march - 1960

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

19th YEAR • A WEEKLY PUBLICATION

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAfalgar 9-2343

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 30, 1959</u>			
Thursday Oct. 29 11:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Preview for press of Spring coats and suits. By invitation. Thereafter, Nov. 3, 5, 9, 11, 18 at 11:30 A.M. By appointment. Contact: Estelle Schwarz, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday Oct. 29 12:00 Noon	OPENING OF SPRING COLLECTION Showing of Spring daytime and evening cocktail fashions. Contact: CH.4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Oct. 29 2:30 P.M.	OPENING OF SPRING COLLECTION Burke-Amey will present their Resort and Spring collection of afternoon and evening wear, designed by Ronald Amey. By invitation. Continuous thereafter. Contact: Lee Pine, CO. 5-7720.	BURKE-AMEY, INC.	16 WEST 57TH STREET SHOWROOM - 5TH FLOOR
Thursday Oct. 29 2:30 P.M.	PREVIEW OF RESORT & SPRING COLLECTION Showing at 2:30 on Oct. 29. Continuous daily beginning Monday, Nov. 2. Contact: Isabelle Crawford, BR. 9-7700.	BRIARBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Oct. 29 3:00 P.M.	PRESS RECEPTION FOR CONTEST WINNERS Final judging to select three national Singer Sewing winners from 15 semi-finalists in three age categories: Miss Teen, 14 - 17; Miss Tween, 10 - 13; and Misses and Mrs., 18 - 21. Also a fashion show of winners and other prize winning dresses. By invitation. Contact: Trudi Ross, Young & Rubicam, 285 Madison Avenue, MU. 9-5000, Ext. 8379.	SINGER SEWING MACHINES (149 BROADWAY)	WALDORF-ASTORIA GRAND BALLROOM
Thursday Oct. 29 4:00 P.M.	SPRING AND RESORT JUNIOR FORMALS Showings Oct. 29, Nov. 5, 12 at 4:00 P.M. Contact: Lucille Haley, IO.5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Oct. 29	SHOWING OF RESORT COLLECTION Continuous showings of Resort collection. Contact: Miss Gail, JU. 2-1747.	ROSSINO & ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Friday Oct. 30 10:30 A.M.; 11:30 A.M.	PREVIEW OF SPRING COLLECTION Leonard Arkin at 10:30 A.M.; Andrew Arkin at 11:30. By invitation. Daily thereafter at same hours. Contact: Prudence Clarke, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday Oct. 30 12:00 Noon Luncheon	PREVIEW OF SPRING COLLECTION Showing of Martini collection Oct. 30, Nov. 3, 4, 5, followed by buffet luncheon. Contact: Danny McMahon, IO. 4-0616.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Oct. 30 2:30 P.M.	SPRING COLLECTION BY PAULINE TRIGERE Showings at 2:30 Oct. 30, Nov. 3, 4, 5, 10, 12; and on Nov. 17 at 10:30. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Friday Oct. 30 2:30 P.M.	OPENING OF SPRING COLLECTION Thereafter at 2:00 P.M. daily. ( <u>Note change of dates</u> ) Contact: Helen Maxwell, LO. 4-3600.	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

WEEK BEGINNING MONDAY, NOVEMBER 2, 1959

Monday Nov. 2 10:00 A.M. Coffee	PRESS PREVIEW OF HOLIDAY MILLINERY Arnold Constable will preview their Holiday hats at a special press showing. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR
Beginning Monday Nov. 2 10:00 A.M.	OPENING: SPRING COLLECTION Showings at 10:00 A.M. Nov. 2, 4, 5, 9, 11, 16. By appointment. Contact: BR. 9-5794.	MARQUISE	512 SEVENTH AVENUE SHOWROOM - 35TH FLOOR
Monday Nov. 2 11:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Arthur Jablow presents his Spring collection of coats, suits and ensembles designed by David Kidd. Opening by invitation only. Thereafter by reservation Nov. 4, 6, 10, 12, 17 at 11:30 A.M. Jablow Contact: Virginia Yoost, IA. 4-3404. Publicity: Maxwell-Gray, 527 Lexington, PL. 3-5556.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Nov. 2 11:45 A.M.	SPRING COAT AND SUIT COLLECTION Showing of coats and suits, daily except Friday. Contact: Jerry Matlick, BR. 9-5100.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Monday Nov. 2 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Showing of fur fashions by Aronowicz during luncheon. Dresses by Esterlee Frocks, designed by Ted Saulino. Press by invitation. Public by reser- vation. Contact: CI. 6-7700. Hampshire House Shows Contact: Martha G. Palmer, CI. 6-7700.	HOUSE OF ARONOWICZ (19 WEST 57TH STREET)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Beginning Monday Nov. 2 1:00 P.M.	OPENING OF SPRING DRESS COLLECTION Showings of Spring collection, at 1:00 P.M., Nov. 2, 3, 4, 5, 9, 10. ( <u>Note Change of Dates</u> ). Contact: Jean Roberts, IA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday Nov. 2 - Nov. 8 1:00 P.M. 10:30 P.M.	36TH WOMEN'S ANNUAL INT'L EXPOSITION "Women For World Friendship and Understanding"-- <u>press preview, 10:00 A.M.</u> <u>12:00 Noon, Nov. 2.</u> Hand arts and products of many nations will be featured plus special craft displays and demonstrations by leading N.Y. and Vermont craftsmen. Daily fashion shows, also entertainment by ethnic groups. N.Y. City Youth Awards presentation Mon., Nov. 2 at 7:30 P.M. "Women of Achievement" Awards Tues., Nov. 3, 8:45 P.M. Contact: Adele Scott, Exposition Office, 250 West 57, JU. 2-1815. Publicity: Mary Osborne, MU. 3-9128.	THE WOMEN'S NATIONAL INSTITUTE, INC.	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 2 2:00 P.M.	SPRING COAT AND SUIT COLLECTION Showing at 2:00 P.M. Nov. 2, 4, 9, 11, 16. Contact: PE. 6-1310.	HARRY FRECHTEL CORP.	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Postponed Nov. 2	SARMI'S PRESS PREVIEW OF RESORT AND SPRING COLLECTION, ORIGINALLY SET FOR NOV. 2 AT 4:00 P.M., HAS BEEN POSTPONED TO NOV. 11. (See Page 8).		
Monday Nov. 2 4:30 P.M.	PRESS PREVIEW OF SPRING COLLECTION Paul Whitney's Spring collection of daytime and evening fashions. By invitation. Thereafter at Hotel Gotham, private suite. Publicity: Maxwell-Gray, 527 Lexington, PL. 3-5556.	PAUL WHITNEY (CALIFORNIA)	HOTEL GOTHAM EMBASSY SUITE
Beginning Monday Nov. 2	OPENING OF SPRING COAT COLLECTION Continuous showings of Spring 1960 casual coat collection. Contact: Abe Betson, LO. 4-6886.	BAITCH & CASTALDI	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
Beginning Monday Nov. 2	SHOWING OF SPRING BRIDAL FASHIONS Continuous showings daily. For special press appointments, contact: Nat Glickstein, LO. 4-3412.	PANDORA FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Monday Nov. 2	OPENING OF SPRING BRIDESMAID COLLECTION Spring bridesmaids' dresses designed by Dee Dee Jarrette. Contact: WI. 7-6220.	HARRY KEISER, INC.	525 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Beginning Monday Nov. 2 - Dec. 4	"ONLY IN AMERICA" YOUNG FASHIONS Fashions to be featured editorially and advertised in Mademoiselle's February issue. Showings are for Feb. tie-in stores only and by appointment. Contact: Edith Loss, PL. 9-2080.	MADEMOISELLE MAGAZINE	575 MADISON AVENUE SHOWROOM - 7TH FLOOR
Nov. 3	ELECTION DAY (Tuesday)		
Beginning Tuesday Nov. 3 9:30 A.M.	HOLIDAY CRUISE AND SPRING COLLECTION Showing of cocktail and formal clothes designed by Helena Barbieri, Nov. 3, 5, 10 at 9:30. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Nov. 3 10:00 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION Press preview by invitation only. Showings Nov. 5, 10, 12, 18 at 10:00 A.M. By appointment. Contact: Sally MacDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday Nov. 3 10:00 A.M.	OPENING OF SPRING COLLECTION Showing of the Adele Simpson <u>Resort and Spring</u> collection at 10:00 A.M. Nov. 3, 5, 10, 12; <u>Spring only</u> at 10:00 A.M. Nov. 4, 6, 11. By reserva- tion. Contact: IA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Nov. 3 10:30 A.M.	OPENING OF SPRING COLLECTION Showings Nov. 3, 4, 5, 6, 9, 10, 11, 12 at 10:30 A.M. ( <u>Note Change of</u> <u>Dates</u> ). Contact: Marta Schreiber, IA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 3 11:30 A.M.	OPENING: SPRING COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Abe Schrader will present his Spring collection, designed by Belle and Will Saunders, at 11 30 A.M. daily. Contact: Betty Yarmon, LO. 4-9194.		
Tuesday Nov. 3 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have a Good Day" - showing at 12:00 Noon, Nov. 3, 4, 5, 6, 10, 11, 12, 13, followed by luncheon. By invitation. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32RD FLOOR
Tuesday Nov. 3- Nov. 4 1:00 P.M.	OPENING: SPRING JUNIOR DRESS COLLECTION The Mr. Mort Spring dress collection, designed by Lee Evans, will be presented on Nov. 3 and Nov. 4 at 1:00 P.M. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT DRESSES	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Nov. 3 1:15 P.M.	SHOWING: SPRING AND CRUISE WEAR Showing of advanced Spring and Cruise Wear Line. Contact: Lucille Gordon, LO. 5-2727.	GOTHE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Nov. 3 2:00 P.M.	OPENING OF SPRING COAT COLLECTION Showings at 2:00 P.M. Nov. 3, 4, 5, 10, 11, 12, 17. By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALIA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday Nov. 3 3:30 P.M.	OPENING OF JUNIOR SUIT COLLECTION "Breath of Spring" by de Chambs--Spring junior suit collection. Continuous thereafter. Contact: M. Lefkowitz, CH. 4-2883.	NOBILITY JUNIORS, INC.	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday Nov. 3	SHOWING OF ITALIAN SPRING COLLECTIONS Showing of the Spring collection of Mirsa Knitwear; Balestra; La Tessitrice dell'Isola; and Gattinoni of Rome. Daily showings at Savoy-Hilton, Room 312. Contact: Madelyn Fio Rito, EL. 5-2600.	MADELYN FIO RITO ASSOCIATES	SAVOY-HILTON HOTEL ROOM 312
Beginning Tuesday Nov. 3	OPENING OF SPRING COLLECTION Continuous daily showings of Spring afternoon and evening collection. Contact: Bill Rosenberg, WI. 7-0511.	DAVID MORRIS CO., INC.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Nov. 3- Nov. 10	SEVENTY-SIXTH ANNUAL NATIONAL HORSE SHOW Publicity: William Bryan, 10 East 39th St., Room 522, MU. 3-6251.	NATIONAL HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQUARE GARDEN 8TH AVE. & 50TH STREET
Wednesday Nov. 4 9:30 A.M.	PREMIERE OPENING: SPRING COATS AND SUITS Showings at 9:30 A.M. Nov. 4, 5, 10, 12, 17, 19. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Wednesday Nov. 4 11:00 A.M.	PRESS PREVIEW OF SPRING COLLECTION Press preview of highlights of two collections of half-size and petite size dresses. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	PAULA DEAN ORIGINALS & TRES PETITE	1400 BROADWAY SHOWROOM - 30TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 4 11:00 A.M.; 2:30 P.M.	PRESS PREVIEW OF SPRING COLLECTION Majestic Specialties will present their collection of Spring coordinated separates. For press and buying offices. By invitation. Contact: Marianne Cruze, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Wednesday Nov. 4 12:00 Noon Luncheon	PRESS PREVIEW OF RESORT-SPRING Press preview of children's wear designed by John Weitz for Weather Winky. By invitation. Contact: Edith Bloom, Supak & Sons, LO. 3-6781, or John Weitz, LO. 3-4920.	SUPAK AND SONS- JOHN WEITZ DESIGNS, INC.	HAMPSHIRE HOUSE COTTAGE ROOM
Wednesday Nov. 4 12:00 Noon Luncheon	LUNCHEON MEETING: "A BILLION DOLLAR GIANT" Emily Malino, A.I.D. N.H.F.L., and William Pahlman, A.I.D., designers, will illustrate with slides non-residential interior design. Also scale model of the 1960 "Room of Tomorrow" designed by Tom Lee, A.I.D., I.D.I., as well as the Traveling Exhibit of the Resources Council of the A.I.D. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 Lexington)	HOTEL ROOSEVELT GRAND BALLROOM
Wednesday Nov. 4 2:00 P.M.	OPENING OF SPRING COLLECTION Mam'selle will show their Spring collection, Nov. 4, 5, at 2:00 P.M. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Nov. 4 2:30 P.M.	PRESS PREVIEW - RESORT AND SPRING COLLECTION Anthony Blotta will present his Spring collection to the press. Daily thereafter by appointment. Contact: Miss Vivian, PE. 6-8412. Publicity: Margaret Hodge, PL. 5-7630.	ANTHONY BLOTTA	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday Nov. 4 3:30 P.M.	OPENING: SPRING COLLECTION Mort Schrader will present his Spring collection, designed by Mario Forte. Contact: Betty Yarmon, LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Wednesday Nov. 4 4:00 P.M.	OPENING OF SPRING COLLECTION Spring collection, designed by Gif Johnston, at 4:00 P.M., Nov. 4, 5, 10, 11. By appointment. Contact: Bob or Mr. Bender, CH. 4-3914.	ARNOLD & FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday Nov. 4 4:00 P.M.	PREVIEW: JACQUES HEIM JEUNES FILLES COLLECTION Preview of Jacques Heim Jeunes Filles Spring dress collection for press and resident buyers. By invitation. Thereafter, except Friday, at 2:30 P.M. Contact: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Nov. 4 7:00 P.M. Dinner	FASHION SHOW AND DINNER FOR BUYERS "New Decade In Silk" -- Holiday, Resort and Spring fashion show and dinner featuring silk fashions by leading designers. For buyers by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 5 9:00 A.M. Breakfast	PRESS PREVIEW OF PRODUCTS FROM INDIA Lord & Taylor will preview products from India including jewelry, accessories, skirts made in India, American fashions in Indian fabrics, household items, etc. By invitation. Publicity: Gloria Carr, WI.7-3300.	LORD & TAYLOR	MAIN FLOOR
Thursday Nov. 5 11:00 A.M.	SPRING AND RESORT JUNIOR COLLECTION Showings at 11:00 A.M. daily. Contact: Lucille Haley, LO. 5-2626.	ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Nov. 5 12:30 P.M. Luncheon	SHOWING OF HOLIDAY AND RESORT FASHIONS Special showing of the Suzy Perette Holiday and Resort collection. Public by reservation; contact: "Banquet Dept." PL. 9-3000, Ext. 2241. Press by invitation. Perette Publicity: Eleanor Lambert, MU. 8-2130. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SUZY PERETTE	HOTEL PLAZA PERSIAN ROOM
Beginning Thursday Nov. 5 3:00 P.M.	SPRING AND RESORT JUNIOR FASHIONS Jeane Scott designed by Ole Borden for Margot at 3:00 P.M. daily. Contact: Lucille Haley, LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Nov. 5 3:30 P.M. Cocktails	PREVIEW OF SPRING COLLECTION Showing at 3:30 on Nov. 5. Continuous daily beginning Tuesday, Nov. 10. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday Nov. 5 5:00 P.M.	PREVIEW OF SPRING COLLECTION Designer collection for Spring, designed by Catherine Scott of Chicago. By invitation. Contact: Dorothy Fuller, 314 South Franklin Street, Chicago, HArrison 7-7068.	CATHERINE SCOTT LTD. (CHICAGO, ILLINOIS)	SAVOY HILTON HOTEL LE CHATEAU
Thursday Nov. 5 5:00 P.M. Cocktails	FIFTH ANNUAL CHERRY BLOSSOM FESTIVAL A.P. Silk, in association with Kanebo, presents the "Fifth Annual Cherry Blossom Festival" featuring "Poetry in Silk", Spring-into-Summer Silk fabric display. Special cocktail party preview: Thursday 5:00 P.M. Nov. 5, by invitation only. Open to Public 9:30 A.M. to 5:00 P.M. on Friday and Saturday. Press Contact: Denise Dolfin (Ken Williams Publicity) LO. 4-3335.	A.P. SILK CO., INC. (1412 BROADWAY)	JAPAN TRADE CENTER 393 5TH AVENUE
Friday Nov. 6 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Showings at 10:30 Nov. 6, 10, 12, 17. By appointment. Contact: JU.2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Friday Nov. 6 11:30 A.M.	PRESS PREVIEW OF BOYS' & GIRLS' SHOP Fashion show and preview of the new "Boys' and Girls' Shop", featuring infants to size 14 for girls; infants to size 6 for boys. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	6TH FLOOR
Beginning Friday Nov. 6 2:00 P.M.	OPENING: SPRING COLLECTION Showings at 2:00 P.M., Nov. 6, 10, 12, 18. By appointment. Contact: IA. 4-2544.	BEN GERSHEL & CO., INC.	512 SEVENTH AVENUE SHOWROOM - 37TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Nov. 6 7:30 P.M. Dinner	ANNUAL "FRONT PAGE" DINNER DANCE The 1959 Edition with presentation of Annual News Awards and the Anne O'Hare McCormick Journalism Scholarship. Tickets: \$15.00-\$25.00 (for benefit of educational and relief funds). Contact: Club Headquarters, Hotel Biltmore, MU. 4-9120.	N.Y. NEWSPAPER WOMEN'S CLUB	HOTEL ASTOR BALLROOM
Sunday Nov. 8- Nov. 13	NATIONAL PRESS WEEK IN CALIFORNIA Eighth Annual National Press Week in California. Contact: William T. Maxfield, Exec. Dir., CFC, 760 S. Broadway, Los Angeles, 14.	CALIFORNIA FASHION CREATORS	BEVERLY HILTON HOTEL LOS ANGELES, CAL.
Monday Nov. 9 12:30 P.M. Luncheon	COCKTAIL FASHIONS AT LUNCHEON SHOW Cocktail and evening fashions by Gothe. Press by invitation. Public by reservation. Contact: CI. 6-7700. Hampshire House Shows Contact: Martha G. Palmer, CI. 6-7700.	GOTHE	HAMPSHIRE HOUSE FOUNTAIN ROOM
Monday Nov. 9 4:30 P.M. Cocktails	COCKTAIL HATS AT MILLINERY SHOW Fashion show of hats, inspired by favorite cocktails and especially created by 18 leading millinery designers. Show for benefit of Spence-Chapin Adoption Service and modeled by debutantes and post-debs. Tickets: \$5.00. Publicity: Kim Wiss, Robert S. Taplinger Assoc. PL. 7-8040.	MILLINERY INSTITUTE OF AMERICA	HOTEL PLAZA TERRACE ROOM
Monday Nov. 9 7:30 P.M. Dinner	AWARD-DINNER BY FASHION DESIGNERS Special award dinner, honoring Dr. Howard A. Rusk, Director of the New York University Bellevue Medical Center, and Mrs. Betsy Talbot Blackwell, Editor-in-chief of Mademoiselle. Contact: WI. 7-0324.	N.Y. FASHION DESIGNERS INC. (1457 BROADWAY)	HOTEL PLAZA BALLROOM
Tuesday Nov. 10 10:00 A.M.	SPRING COAT AND SUIT ORIGINALS Preview of the Wm. Devitz coat and suit originals for press and buyers. Designed by Nichi Giglio. By invitation. Continuous thereafter. Publicity: Julia Berren, WI. 7-4717.	WILLIAM DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Tuesday Nov. 10 12:00 Noon	OPENING: CRUISE AND SPRING COLLECTION Junior dresses and separates Nov. 10, 11, 12, 17, 18, 19 at 12:00 Noon. By reservation. Contact: Audrey Brock, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Nov. 10 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Fall and Winter fur fashions by Capucci of Rome for David. Press by invitation. Public by reservation. Contact: "Andre", TE. 8-8000. Capucci Publicity: Ruth Hammer Associates, EL. 5-7872. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	CAPUCCI OF ROME FOR DAVID	HOTEL PIERRE ROOF GARDEN
Beginning Tuesday Nov. 10 1:00 P.M.	OPENING OF SPRING COLLECTION Spring collection designed by John Moore, with showings at 1:00 P.M. Nov. 10, 11, 12, 17. (Note Change of Dates.) Contact: BR. 9-1195.	TALMACK	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 10 2:00 P.M.	OPENING OF RESORT - SPRING COLLECTION Resort - Spring collection by Tarquin will be presented to buyers and press. By invitation. Thereafter by appointment. Contact: Trudy Taylor, MU. 4-3323. ( <u>Note Change of Time</u> )	TARQUIN, INC.	216 EAST 39TH STREET SALON
Tuesday Nov. 10 3:00 P.M.- 6:00 P.M. Cocktails	OPEN HOUSE: SPRING SUIT COLLECTION Informal showing of the Spring suit collection, designed by John Anthony at the opening of the new enlarged showrooms and offices. By invitation. Contact: PE. 6-4580.	DEVONBROOK, LTD.	1400 BROADWAY SHOWROOM - 10TH FLOOR
Tuesday Nov. 10 3:30 P.M. Cocktails	OPENING OF SPRING COLLECTION Showing Joan Leslie's Spring junior dresses and costumes. By invitation. Continuous daily thereafter. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU" BY JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday Nov. 10 3:30 P.M. Champagne	PRESS PREVIEW OF FALL WINTER COLLECTION Alice Schweitzer's Fall-Winter collection of daytime and evening fashions designed in Paris and New York exclusively for her New York shop. By invitation. Publicity: Naomi Zagor, BU. 8-6337.	ALICE SCHWEITZER (755 MADISON AVENUE)	325 EAST 57TH STREET
Tuesday Nov. 10 5:00 P.M.	BUYERS PREVIEW: SPRING AND RESORT COLLECTION Preview for buyers of Scaasi's Spring and Resort collection. By invitation. Publicity: Maxwell-Gray, 527 Lexington, PL. 3-5556.	SCAASI	26 WEST 56TH STREET SALON
Nov. 11	VETERANS' DAY (Wednesday)		
Wednesday Nov. 11 12:30 P.M. Luncheon	SHOWING OF SPRING AND RESORT COLLECTION Preview of Maria Krum's Spring and Resort collection. Continuous showings thereafter. Contact: CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Wednesday Nov. 11 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING COLLECTION Resort and Spring 1960 collection by Sarmi will be presented to the press. ( <u>Note Change of Date</u> ). By invitation. Publicity: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	SARMI, INC. (785 FIFTH AVENUE)	HOTEL PLAZA BAROQUE SUITE
Wednesday Nov. 11 7:30 P.M. Dinner- Dance	NINTH ANNUAL "ANGELS BALL" Annual Angels Ball and Dinner-Dance for benefit of the N. Y. Chapter of the National Council of Jewish Women. Reservations: \$130 per couple, including donation of merchandise worth \$100 to Council Thrift Shop; Contact: N.Y. headquarters, 9 E. 69th St., LE. 5-5900. Publicity: Ann Silver or Barbara Kling, MU. 7-8654.	NATIONAL COUNCIL OF JEWISH WOMEN	HOTEL ASTOR GRAND BALLROOM
Thursday Nov. 12 9:30 A.M. Coffee	PRESS PREVIEW OF SKI FASHIONS Preview of active ski wear and after ski wear--Ohrbach's American and European collection for men and women. By invitation. Contact: Mark Klauser, OX. 5-4000.	OHRBACH'S	2ND FLOOR SKI SHOP

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 12 10:00 A.M. Cocktails	SHOWING OF SPRING-SUMMER COLLECTION  Showing of Spring and Summer tailored coordinates by Rosecrest. Continuous thereafter. Contact: Miss Gail, WI. 7-0585.	ROSECREST, INC.	1407 BROADWAY SHOWROOM - 40TH FLOOR
Thursday Nov. 12 4:00 P.M. Cocktails	PREVIEW OF KEYBAK FOR HOME SEWING  Six major pattern companies and 30 leading textile firms have joined together to introduce Keybak for use in home sewing. By invitation. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280.	CHICOPEE MILLS, INC. (47 WORTH STREET)	SHERATON EAST HOTEL DIPLOMAT SUITE
Beginning Thursday Nov. 12	OPENING OF SPRING COLLECTION  Daily showings of Spring collection. By appointment. Contact: Miss Gail, JU. 2-1747.	ROSSINO & ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Friday Nov. 13 9:00 A.M.; 12:00 Noon	AMERICAN READY-TO-WEAR BREAKFAST & LUNCHEON  American Ready-To-Wear, Spring 1960. Co-chairman: Edith Raymond, Mademoiselle Magazine; Babs Simpson, Vogue. Breakfast: \$6.00, Members; \$8.50, guests. Luncheon: \$8.00, Members; \$15.00 guests. Contact: CI.7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Friday Nov. 13 8:00 P.M. Dinner	TENTH ANNUAL "FAN BALL"  Tenth annual "Fan Ball" for benefit of Children's Cancer Fund of America. President: Mrs. Herbert T. Mundin. Tickets: \$75.00 each. Contact: Tappin & Tew, 38 East 57th Street, PL. 1-2644.	CHILDREN'S CANCER FUND OF AMERICA, INC.	HOTEL ASTOR GRAND BALLROOM
Beginning Monday Nov. 16	OPENING OF SPRING LINE FOR BOYS  Hi-Line presents the "Staccato" Look from their new Continental Yankee Dandy collection for little bachelors of fashion, sizes 12 months to 7 years. By appointment: Contact: Ruth Shaw Associates, WI. 7-2562.	HI-LINE CO.	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
Tuesday Nov. 17 4:00 P.M. Cocktails	PREVIEW OF SWISS COTTON FASHIONS  The press will be invited to a showing of Resort and Spring Swiss cotton fashions. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	SWISS COTTON AND EMBROIDERY INDUSTRY	ST. REGIS HOTEL ROOF
Thursday Nov. 19 8:00 P.M. Dinner-Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE  "Jewel Ball" -- twelfth annual "Party of the Year" for benefit of Costume Institute of Metropolitan Museum of Art. Entertainment by members of the fashion industry. Chairman of executive committee: Melvin E. Dawley, Reservations: \$100.00 each; contact: Costume Institute, TR. 9-5500, Ext. 381.	COSTUME INSTITUTE-MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Nov. 24 9:30 A.M.	PRESS PREVIEW OF HOLIDAY LINGERIE  Preview for press of Elizabeth Arden's Holiday lingerie. (Note Change of Date). By invitation. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 8TH FLOOR
Thursday Dec. 10 9:00 A.M. Breakfast	PRESS BREAKFAST: RESORT FASHION SHOW  "South American Holiday"--Panagra cottons by Everfast--preview for press of Peck & Peck's Resort fashions, 6th Floor, Conference Room. By invitation. Contact: Xenia Bank, OR. 3-4700.	PECK & PECK	260 PARK AVENUE AT 20TH STREET